

PHILIP MORRIS HISTORY

- 1847 - Philip Morris Esq., Tobacconist and Importer of Fine Seegars, opens a shop on Bond Street in London
- 1854 - Philip Morris makes his first cigarettes
- 1855 - Frederick Miller, a young German braumeister, opens a brewery in Milwaukee.
- 1870 - 22 New Bond Street, London headquarters, begins to produce Philip Morris Cambridge and Philip Morris Oxford Blues (later called Oxford Ovals and Philip Morris Blues)
- 1873 - 13 Bond Street, London - Richard Benson and William Hedges open shop
- 1873 - Philip Morris dies - widow Margaret and brother Leopold Morris carry on cigarette trade
- 1877 - Players Navy Cut cigarettes acquired by John Player
- 1879 - Melachrino cigarettes first marketed
- 1880 - Leopold Morris buys out Margaret Morris's interest in the business
- 1885 - Leopold joins with Joseph Grunebaum to establish Philip Morris & Company and Grunebaum, Ltd.
- 1885 - Blues, Cambridge, Derby, Unis, Marlborough (the ladies' favorite) marketed
- 1887 - Leopold and Grunebaum dissolve their partnership. Company becomes Philip Morris & Co., Ltd.
- 1894 - Company is reorganized in 1894 as William Curtis Thomson and his family assume a majority interest
- 1899 - Benson & Hedges opens New York branch at 288 Fifth Avenue
- 1900 - Benson & Hedges moves to 314 Fifth Avenue, New York
- 1901 - Philip Morris & Co., Ltd. by royal warrant is appointed tobacconist for King Edward VII

2023037424

- 1902 - Philip Morris & Co., Ltd. is incorporated in New York, 110-122 Broad Street, by Gustav Eckmeyer, who had been sole agent for Philip Morris in the U.S. since 1872, importing and selling the English-made cigarettes
- 1905 - Right to manufacture and vend all Philip Morris brands in Canada is granted by Thomson's firm to the New York company
- 1907 - The New York firm is reorganized and moves to 4020 West Broadway. Benson & Hedges moves to 435 Fifth Avenue
- 1917 - Philip Morris moves to 72 Fifth Avenue
- 1918 - English Ovals becomes the first blend of domestic leaf presented by Philip Morris. These cigarettes are priced at 20 for \$.30
- 1919 - The Philip Morris coronet logo is introduced
- 1919 - A new firm, owned by American stockholders, acquires the U.S. Philip Morris company and incorporates in Virginia under name of Philip Morris & Co., Ltd., Inc.
- 1920 - The first Philip Morris Annual Report is published
- 1922 - Philip Morris-International Corp. is organized; introduces Players
- 1923 - Revelation is introduced by Continental Tobacco Co., a major competitor
- 1924 - Philip Morris becomes exclusive agent for Rameses and Stephano cigarettes
- 1924 - Philip Morris moves to 44 West 18th Street
- 1924 - Unfiltered Marlboro introduced
- 1924 - Reuben M. Ellis becomes President of Philip Morris
- 1926 - A series of Marlboro ads showing a feminine hand promotes that cigarette for women
- 1926 - Philip Morris-International Corp. dissolved
- 1928 - Philip Morris begins to make regular dividend payments
- 1928 - Benson & Hedges is sold to an American financial group
- 1929 - Stephano Bros. ceases manufacture of Philip Morris brands

2023037425

- 1929 - Philip Morris begins manufacturing its own cigarettes by purchasing a factory in Richmond
- 1929 - Philip Morris and Continental Tobacco Co. are both located at 119 Fifth Avenue
- 1929 - Reuben M. Ellis and Leonard B. McKitterick take control of Philip Morris
- 1930 - Ivory Tipped Marlboro introduced
- 1930 - "Battle of the Brands" continues as Continental Tobacco Co's Paul Jones becomes the first of the 10 cent brands
- 1930 - Alfred E. Lyon joins Philip Morris from Europe and becomes West Coast representative
- 1931 - Benson & Hedges' Parliament (plain and cork tip) and Virginia Rounds are introduced
- 1932 - Parliament becomes the first cigarette with a filter mouthpiece made from a blend of domestic (burley) and Turkish leaf
- 1933 - Philip Morris English Blend in the brown pack is introduced
- 1933 - Johnny calls for Philip Morris for the first time in the Hotel New Yorker lobby
- 1933 - Johnny is introduced on radio (NBC) for the first time on April 17
- 1933 - Leonard B. McKitterick becomes President of Philip Morris
- 1934 - Paul Jones is made with cork tip. Cigarette Time, an ivory-tipped mentholated cigarette, is introduced
- 1934 - Philip Morris buys the assets of Continental Tobacco Co.
- 1936 - Otway Hebron Chalkley becomes President; Alfred E. Lyon, Executive Vice President
- 1938 - First offering of Philip Morris preferred stock placed on market
- 1940 - Country Doctor smoking tobacco added by Philip Morris
- 1942 - Marketing of Paul Jones ceases
- 1944 - Philip Morris buys Axton-Fisher plant and facilities in Louisville (with this deal Philip Morris acquired Fleetwoods and Spud)

2023037426

- 1944 - Oxford Blues, Cambridge, Morisettes and Cigarette Time no longer sold
- 1945 - Otway Chalkley becomes Chairman of the Board; Alfred E. Lyon becomes President of Philip Morris
- 1946 - O. Parker McComas joins Philip Morris as Vice President
- 1948 - "No cigarette hangover" campaign and nose test campaign begin for Philip Morris brand
- 1948 - Philip Morris English Blend changes name to Philip Morris Special Blend
- 1949 - Philip Morris sponsors first television show - "Tex and Jinx Preview"
- 1949 - Alfred E. Lyon becomes Chairman of the Board; O. Parker McComas, President
- 1950 - Philip Morris moves to 100 Park Avenue - awarded "Office of the Year" citation from Office Management and Equipment magazine
- 1952 - New plant is opened in Louisville
- 1953 - Tobacco Industry Research Committee formed at the suggestion of O. Parker McComas
- 1954 - Benson & Hedges becomes a subsidiary of Philip Morris
- 1954 - Philip Morris introduces "snap-open pack"
- 1954 - Philip Morris (Australia) Ltd. is set up as first major affiliate outside the U.S.
- 1954 - Marlboro test-marketed as a full-flavored man's cigarette
- 1955 - Philip Morris replaces its brown pack with a red and white package
- 1955 - Overseas division set up at Philip Morris
- 1955 - Philip Morris Incorporated becomes the company's corporate name
- 1955 - Philip Morris profit-sharing plan introduced to employees
- 1955 - Marlboro goes national and is introduced in flip-top box with cork-tipped "selectrate" filter. Response was so enthusiastic that the supply did not catch up with demand until April

2023037427

- 1955 - License agreement signed with La Suerte Cigar and Cigarette Factory, the Philippines
- 1956 - License agreement signed with Tabacalera Nacional SA, Panama
- 1956 - License agreement signed with C.A. Tabacalera Nacional, Venezuela
- 1956 - King size Philip Morris in a soft package is converted to long-size Philip Morris in a flip-top box
- 1956 - Parliament introduced in blue, gold and white flip-top box
- 1956 - Former Parliament becomes Benson & Hedges
- 1956 - Filter Spud introduced in flip-top box
- 1956 - Philip Morris sponsors "The Philip Morris Country Music Show"
- 1956 - Marlboro becomes first national sponsor of National Football League telecast
- 1957 - Milprint and Nicolet Paper Co. acquired. Acquisition represents Philip Morris's first diversification outside the tobacco business
- 1957 - License agreement signed with Fabriques de Tabac Réunies, SA, Switzerland for manufacturing of Marlboro
- 1957 - Marlboro in the flip-top box introduced in England and Australia
- 1957 - Revelation and Bond Street packaged in flexible pouches
- 1957 - Philip Morris receives the Packaging Institute's Corporate Award
- 1957 - Philip Morris Employee College Scholarship Plan instituted
- 1957 - Joseph F. Cullman 3rd becomes President of Philip Morris Incorporated
- 1958 - Manufacture of Spud Filter suspended
- 1958 - Johnny celebrates his 25th Anniversary with Philip Morris
- 1958 - Parliament introduced as a popular-priced cigarette in the high filtration field. It is offered in a flip-top box or soft pack
- 1958 - Marlboro introduced in soft pack
- 1958 - Marlboro re-engineered to improve filtration
- 1958 - Polymer Industries, Inc. acquired

2023037428

- 1959 - Benson & Hedges (Canada) Ltd. acquired as Philip Morris affiliate
- 1959 - Research Center in Richmond dedicated to O. Parker McComas
- 1959 - C.A. Tabacalera Nacional, licensee in Venezuela since 1956, becomes first Latin American affiliate
- 1959 - Alpine introduced
- 1960 - Philip Morris Commander introduced on Mark VIII machine
- 1960 - Philip Morris Regular changed to match the Commander pack
- 1960 - A new dignified package design successfully introduced for Benson & Hedges, the largest selling premium-priced cigarette in America
- 1960 - Philip Morris, Marlboro, Alpine and Parliament manufactured in Venezuela by C.A. Tabacalera Nacional
- 1960 - Marlboro soft pack introduced in Germany under new manufacturing agreement with Martin Brinkmann A.G.
- 1960 - Marlboro and Philip Morris marketed in the Philippines
- 1960 - A.S.R. Products Corporation acquired
- 1960 - Philip Morris sponsors "CBS Reports"
- 1960 - George Weissman appointed Chairman of the Board and Chief Executive Officer of Philip Morris Overseas
- 1961 - Philip Morris Overseas re-named Philip Morris International
- 1961 - License agreement signed with Hong Kong Tobacco Company
- 1961 - Philip Morris (brown pack) introduced in Hong Kong
- 1961 - Pal Premium blade introduced: Gem Premium single edge blade introduced
- 1961 - Philip Morris signs license agreement with SEITA, French tobacco monopoly, for manufacture and distribution of Parliament
- 1962 - License agreement signed with Amer Tupakka Oy, Finland
- 1962 - Benson & Hedges (Canada) Ltd. and Canadian Tobacofina Ltd. merge
- 1962 - "Marlboro Country" ad slogan is introduced in selected markets
- 1962 - Pal stainless steel injector razor introduced
- 1962 - License agreement signed with Monopoli di Stato, Italy

2023037429

1963 - "Marlboro Country" advertising campaign makes its national debut

1963 - Philip Morris announces it will construct an Operations Center in Richmond, Virginia

1963 - Burma-Vita Company acquired

February 1963 - Paxton test marketed in Fresno, California and Tulsa, Oklahoma

February 1963 - Saratoga test marketed in Hartford, Connecticut and Sacramento, California

February 1963 - Personna stainless steel double edge razor blades introduced by American Safety Razor Company

March 1963 - Pal stainless steel razor is shown at Buenos Aires' Museum of Modern Art and Louvre Museum in Paris

March 1963 - License agreement signed with Austria Tabakwerke AG for manufacture and distribution of Marlboro

March 21 1963 - Joseph F. Cullman 3rd receives Cross of Chevalier du Mérite Commercial et Industriel from French Government

April 1963 - Pal stainless steel injector blades introduced

April 1963 - Clark Bros. Chewing Gum Company acquired

April 1963 - Philip Morris holds its first Derby Festival in Louisville, Kentucky

April 24 1963 - Philip Morris Inc. receives President's "E" Award from FDR, Jr., Under Secretary of Commerce

1963 - Paxton test marketed in New England and Middle Atlantic States, Ohio and Hawaii

June 1963 - Pal and Personna stainless steel blades launched nationally

June 1963 - Paxton goes national in all 50 states

September 1963 - Philip Morris makes tennis film featuring Roy Emerson

September 1963 - Saratoga test marketed in Seattle, Washington

September 1963 - Field and Stream pipe tobacco introduced

September 1963 - Paxton introduced in Puerto Rico

September 1963 - Multifilter introduced in Humiflex plastic package

October 1963 - Alpine coupon redemption program instituted

December 1963 - King Size English Ovals marketed

2023037430

December 1963 - Fabriques de Tabac Réunies, S.A., Switzerland, becomes first Philip Morris cigarette manufacturing affiliate on the continent of Europe.

January 1964 - Surgeon General's Report on Smoking and Health is issued

January 1964 - Johnny marks his 30th Anniversary

February 1964 - Agreement signed with Ruder & Finn, public relations firm

March 1964 - Philip Morris Charcoal Multifilter introduced

April 1964 - Galaxy cigarettes introduced with redemption coupon

April 1964 - Philip Morris dedicates the first building of the Operations Center in Richmond, Virginia

May 1964 - Benson & Hedges Little Filter cigars introduced

July 1964 - Parliament comes out with charcoal filter

September 1964 - Premier of "Great Moments in the History of Tennis"

January 1965 - Self-imposed cigarette advertising code goes into effect by which the companies, voluntarily and individually, agreed not to promote cigarettes to young people and to avoid implying smoking has health benefits or is essential to social prominence

April 1965 - "Teaberry Shuffle" ads promote Clark's Gum

May 1965 - Philip Morris de Puerto Rico becomes an affiliate

1965 - Milprint, Inc., Nicolet Paper Co., and Polymer Industries, Inc. combined to form the Industrial Products Division, predecessor of Philip Morris Industrial. Fred M. Stefan named President of the new division.

November 1965 - Harold Thorkilsen appointed President of A.S.R.

December 1965 - Gemini space food packaging developed by Milprint

January 1966 - Federal cigarette Labeling Act goes into effect, requiring cigarette companies to include on all packages the words "Caution: Cigarette Smoking May Be Hazardous To Your Health"

January 1966 - Hugh Cullman elected Executive Vice President of Philip Morris

April 1966 - Marlboro Menthol cigarettes introduced

May 2 1966 - Joseph F. Cullman 3rd named to Tobacco Hall of Fame

June 1966 - License agreement signed with Superior Tobacco Company, N.V., Netherlands Antilles

2023037431

July 1966 - Paxton changes name to Philip Morris Filter Menthol

September 1966 - Massalin y Celasco S.A.C.e I. joins Philip Morris Latin American operations as affiliate in Argentina

September 1966 - Benson & Hedges 100's --- menthol and regular -- introduced nationally

January 1 1967 - Corporate structure of Philip Morris reorganized to create Philip Morris Incorporated and three operating companies: Philip Morris Domestic, Philip Morris International, and Philip Morris Industrial

- Joseph F. Cullman 3rd appointed Chairman of the Board and Chief Executive Officer of Philip Morris Incorporated
- George Weissman appointed President and Chief Operating Officer of Philip Morris Incorporated
- Hugh Cullman appointed President of Philip Morris International
- Fred M. Stefan appointed President of Philip Morris Industrial
- Ross R. Millhiser appointed President of Philip Morris Domestic

April 1967 - Kwara Tobacco Company of Ilorin, Nigeria becomes Philip Morris affiliate (later renamed Philip Morris Nigeria Ltd.)

June 1967 - Marlboro 100's launched nationally in the Gold Pack

September 1967 - Marlboro 100's introduced in the "flip-top" box

January 1968 - Philip Morris Domestic changes its name to Philip Morris U.S.A.

February 1968 - Koch Convertograph Co. acquired by Philip Morris Industrial. Renamed Koch Label Co.

1968 - Virginia Slims test-marketed in San Francisco

August 1968 - Philip Morris acquires Godfrey Phillips Ltd., a British holding company, thereby obtaining interests in Godfrey Phillips India, Ltd., Premier Tobacco Industries Ltd., Pakistan, and Godfrey Phillips New Zealand (later renamed Philip Morris (New Zealand) Ltd.)

September 1968 - Virginia Slims marketed nationally

February 1969 - Philip Morris Holland B.V. joins network of international affiliates

May 1969 - License agreement signed for manufacture of cigarettes in Bolivia

2023037432